

## Message Text

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64

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 USIA-15 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /064 W  
----- 120958

R 051436Z MAR 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 7949

INFO AMEMBASSY MOSCOW

AMEMBASSY VIENNA

AMCONSUL POZNAN

AMCONSUL KRAKOW

UNCLAS WARSAW 1211

EO 11652: N/A

TAGS: BEXP, PL

SUBJECT: BUDGET AND PROGRAM, WARSAW TDC, FY 76

REF: STATE 31509

FOR COMMERCE/BEWT

VIENNA FOR EWTC

1. EMBASSY ESTIMATES COSTS FOR TDC IN FY-76 WILL BE APPROXIMATELY 15 PERCENT HIGHER THAN AT PRESENT DUE TO ANTICIPATED INCREASES IN PROCUREMENT AND OTHER PRICES. COMMERCE SHOULD ALSO BE AWARE THAT SHOULD USG DETERMINATION BE MADE TERMINATING "EXCESS" STATUS OF PL-480 ZLOTYS FOR FY-76, ALL FUNDS REQUESTED (AS FAR AS EMBASSY UNDERSTANDS) WOULD HAVE TO BE IN DOLLARS.

2. TDC WOULD PLAN TO MOUNT IN FY-76 ABOUT 20 SINGLE-SPONSOR SHOWS (" BETWEEN SHOW PROMOTIONS"); TO SUPPORT SEVEN OR EIGHT TRADE MISSIONS; AND TO MOUNT TWO CATALOG SHOWS WITH COMMERCE ASSISTANCE. IN ADDITON, WE WOULD PLAN TO PROVIDE SUPPORT ONE CLASS II EXHIBIT AT POZNAN  
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FAIR (EITHER KNE TECHNICAL FAIR OR SEPT CONSUMER

GOODS FAIR), IT MAY ALSO BE ADVISABLE TO OPERATE CLASS III BUSINESS INFORMATION OFFICE AT POZNAN JUNE OR SEPT FAIR IN ABSENCE OTHER USG PARTICIPATION. IT IS NOT POSSIBLE FOR TDC TO SPONSOR JEEP REPRESENTATIONS GIVEN SIZE OF FACILITY. ESTIMATE COST OF OPERATION, EXCLUSIVE OF SALARIES, AT ABOUT 86,250. ASSUMING SFC FUNDS AVAILABLE, ESTIMATE 69,000 IN SFC, 17:250 IN DOLLARS. (NOTE: SALARIES FOR POLISH EMPLOYEES EXPECTED TO RISE ROUGHLY 25 PERCENT ABOVE CURRENT LEVEL).

3. WE RECOMMEND, PENDING FURTHER STUDY, THE FOLLOWING PRODUCT THEMES FOR MAJOR PROMOTIONAL EVENTS IN FY 1976;

(A) PETROCHEMICAL PRODUCTION EQUIPMENT AND TECHNOLOGY;

(B) NON-FERROUS METALS (ZINC AND COPPER) PROCESSING AND FABRICATION EQUIPMENT AND TECHNOLOGY (ROLLING, CASTING, AND COATING);

(C) EQUIPMENT FOR HIGHWAY CONSTRUCTION;

(D) PRODUCTION EQUIPMENT FOR TIRE INDUSTRY (MANUFACTURE, RECAPPING, RECYCLING, BURNING OF WASTE RUBBER, ETC., AND INCLUDING MACHINERY FOR USE IN MANUFACTURE OF TIRES FOR TRUCKS, BUSES, AND OFF-HIGHWAY MACHINERY AS WELL AS AUTOMOTIVE TIRES.);

(E) SPECIALIZED TEXTILE MACHINERY.

4. RECOMMEND FOR CONSIDERATION POSSIBILITY OF JOINT COMMERCE/USIA PROMOTION OF US BOOKS AND PUBLICATIONS. SALES OF BOOKS AND PERIODICALS FROM UK TO POLAND TOTALED OVER \$1,000,000 IN 1972, WHILE US EXPORTS WERE \$167,000 IN THIS AREA.

5. WE WOULD WELCOME COMMENT ON PROGRAM SUGGESTIONS.  
DAVIES

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NNN

## Message Attributes

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